

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 498677 /		<u>Alt Order #</u> 06375548
<u>Product</u> BERKLEY 4 SENATE ADD		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u>	
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/18/12	10/19/12	Divorce Court/Divorce Cou	M-F 11a-12p		:30			NM	4	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---TF--				4	\$195.00			
N 2	KVVU	10/22/12	10/22/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$195.00			
Totals											6	\$1,170.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	6	\$1,170.00	\$994.50
Totals	6	\$1,170.00	\$994.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT16/12 13.03
*** KVVU-TV ***

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	TERRI COOPER	
SALES PRSN	PH- TERESA DIFURIA	

PHILADELPHIA, PA 19103

	CLASS: NATL.	LOCAL	REGIONAL
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CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT16/12	13.03
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OK;D M1 AND M2
SEE LINES3
NEW TOTAL \$1170 (-780)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		1200N-100P	30		\$195.00	10/16	10/19	0		TU-F	0
PROGRAM : DIVORCE COURT CON COM1: MAX 2X DAY CREDIT TAKEN FOR 4 SPOT(S) MISSED OCT16												
3	A		1100A-1200N	30		\$195.00	10/18	10/19	4		TH-F	4
PROGRAM : DIVORCE COURT ORD COM1: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT16 ON LINE-1 FOR 4 SPOTS/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#1			MISSED: TU-F/1200N-100P	OCT16(4/WK)		30S	\$195.00	(OCT15/12)	
OFFER: NONE												
CMT: SPOTS N/A. TUESDAY OVERSOLD AND WED PROG IS NOT AIRING. PLS ADVISE.												

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 13.03
 *** KVVU-TV ***
 REP HEADLINE# 6375548 TRF# 498677
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M2 OK'D BUY#1 MISSED: TU-F/1200N-100P OCT16(4/WK) 30S \$195.00 (OCT15/12)
 OFFER: TH-F/1100A-1200N OCT18(4/WK) 30S \$195.00 PLS ADVISE.
 CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.

OCT/12 \$1,170.00 CONTRACT TOTAL \$1,170.00
 TOTAL SPOTS 6

MARKET TOTALS \$7,800 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6375548
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT15/12 15.13
*** KVVU-TV ***

ADV # ADV. NAME POLI/S BERKLEY /D/SEN/NV REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME TERRI COOPER

1831 CHESTNUT STREET SALES PRSN PH- TERESA DIFURIA
PHILADELPHIA, PA 19103

ORDER # CONTRACT # 6375548 CLASS: NATL. LOCAL REGIONAL

PRDCT BERKLEY 4 SENATE ADD EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/12 15.13

REP: TO ROSE
FR NIKKI
NEW SHELLEY BERKLEYADD
TOTAL \$1950
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1200N-100P	30		\$195.00	10/16	10/19	8		TU-F	8
PROGRAM : DIVORCE COURT												
CON COM1: MAX 2X DAY												

2			1200N-100P	30		\$195.00	10/22	10/22	2		MON	2
PROGRAM : DUVIRCE COURT												

OCT/12 \$1,950.00 CONTRACT TOTAL \$1,950.00
TOTAL SPOTS 10

MARKET TOTALS \$7,800 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*